

# WALDIMIR PEREZ Email Marketing Specialist

[Email](#) | [Portfolio](#) | (786) 704-6345 | Miami, FL

## EXECUTIVE SUMMARY

Innovative and results-driven Email Marketing Specialist with a specialty in the development and deployment of global email marketing campaigns. Experienced in coding custom HTML email campaigns that render consistent results, having championed projects for Bank of America, Walgreens, Ford, PartyCity, and Budget among others. A collaborative team player, with expertise in digital marketing, marketing automation, CRM, project management, coding, analysis, SEO and SEM, creative graphic design, calendaring, and keen attention to detail.

## TECHNICAL SKILLS

**Languages:** HTML, CSS, JavaScript (Basic), Python (Basic) | **Frameworks/Libraries:** Bootstrap, Foundations by Zurb, SASS  
**Databases:** SQL | **Tools:** Visual Studio Code, Adobe Photoshop and Illustrator, Figma, Social Media Platforms, Wordpress, Litmus, Canva

**ESP's:** AWeber, HubSpot (Email Certified), Drip, Mailchimp, Salesforce Marketing Cloud (Pardot)

## FUNCTIONAL EXPERTISE

Project Management, Calendaring and Analysis, Customer Relationship Management (CRM) | **Digital Marketing:** Marketing Campaign Management, Marketing Automation, Search Engine Optimization (SEO) | **Design:** Graphic Design, Innovation and Creativity | **Teamwork:** Collaboration, Cross-Functional Communication

## WORK EXPERIENCE

Susan G. Komen

10/2022 - 2/2024

### Email Marketing Specialist & Front-End Developer

- Specialized in email marketing templates, leveraging platforms like Salesforce Pardot. Skilled in setting up dynamic email campaigns, segmentations, flows, and customized content delivery. Experienced in A/B testing for optimizing user experience across digital channels.
- Designed and tested multiple versions of digital content to enhance overall user engagement in Wordpress. Implemented updates to copy and marketing photos/banners on pages.
- Proficiently crafted high-quality landing pages, templates, and sites with a keen eye for detail and adherence to UX best practices. Extensive experience in creating consistent cascading style sheets (CSS) across diverse browsers and platforms.
- Provided valuable assistance with coding and troubleshooting with HTML and CSS email templates.
- Demonstrated ability to prioritize and coordinate multiple projects, ensuring timely delivery of high-quality work.
- Analyzed SMS effectiveness and made changes accordingly to SMS workflows while prioritizing overall goals.

U.S. Lawshield

07/2020 - 9/2022

### Email Developer

- Supported B2C and B2B email lifecycles from development through deployment, and collaborated with Chief Marketing Officer on deliverables, significantly growing affiliate partnerships
- Consulted and collaborated with clients to identify their unique business requirements and determine the optimal approach and solution to meet their goals
- Utilized HTML/CSS within AWeber, Drip (marketing automation tool), Salesforce Marketing Cloud, Hubspot, Mailchimp to configure, build, test, and troubleshoot emails. Successfully managed three email lists with 350K subscribers
- Developed and coded complex email templates from initiation, modifying and updating existing templates in HTML/CSS. Troubleshot existing email code as needed
- Implemented WordPress plugins to grow email list by 10%. Publishing, editing Wordpress pages and banners
- Conducted quality assurance on final coded emails assets before deployment. Conducted A/B segmentation to track performance
- Performed testing in browser and email provider platforms such as Outlook, Webmail, and mobile-user testing platform Litmus
- Tracked and analyzed campaigns to ensure KPIs were met: compiled thorough monthly reports on clicks, opens, and other KPI's for each email blast completed

## **EDUCATION**

**Bachelors of Science in Marketing.** Florida International University

**HTML, CSS, Coding, Email Marketing.** CodingPhase.

*Relevant Coursework: Learned how to create HTML emails using HTML, CSS and Zurb Foundations, Email Testing using Litmus, Cultivated ability to create responsive websites using HTML, CSS, SASS, BOOTSTRAP and JAVASCRIPT*

**Coding Dojo.**

*Software Engineering program that enabled me to develop full-stack applications and be proficient in Javascript and Python, by researching and implementing new approaches to modern development processes with a rigorous curriculum that encouraged self-sufficiency.*